



**CITY OF GREENSBORO  
FOR IMMEDIATE RELEASE**

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***GOVERNMENT ACCESS CHANNEL 13 USING NEW MESSAGING SYSTEM  
Infocaster Allows Residents to View More Information***

**GREENSBORO, NC (November 21, 2005)** –City of Greensboro Cable Channel 13 now makes it easier for residents to get multiple messages onscreen in a simple and attractive format. Infocaster, the new City messaging system similar to those seen on MSNBC and Bloomberg TV, is being used on the Channel 13 bulletin board. Infocaster allows more information about City services and events to be shown at one time. It also uses crawls along the bottom of the screen to provide weather and emergency information. In addition, the accurate time is displayed on all pages of the message boards and music is now provided courtesy of Time Warner Cable's digital music package. Time sensitive or urgent messages now include audio for the visually impaired or special needs population of Greensboro.

"From the very beginning of Channel 13, our goal has been to create a professional and attractive alternative for our citizens to learn about the City of Greensboro," said City Manager Mitch Johnson. "Due to the ongoing support from City Council and the great work of staff, Channel 13 has become a trusted source for critical information and this latest enhancement helps us do that job even better."

"The Infocaster is technically superior to our old system and provides a more attractive look for our viewers," said Jim Collins, Channel 13 Station Manager. "The addition of music from Time Warner Cable greatly improves our mostly silent audio channel of the past. We're excited about the options and ease Infocaster provides Channel 13."

Channel 13 and Time Warner Cable reached an agreement to use a rotating menu of music while the City's bulletin board is on the air. The bulletin board is shown when no program or meeting is airing. Along with this change in format, the City of Greensboro's job listings now air at 6 am, 12:30 pm, 6:30 pm and 11:30 pm, except when pre-empted by a live City-sanctioned meeting or playback of a lengthy meeting.

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The City of Greensboro works in partnership with the community to increase the quality of life for all residents by fostering an environment of inclusion, diversity, and trust. As the seventh largest employer in Greensboro, the City has a dedicated professional staff of 2,800 employees who maintain four core values of honesty, integrity, stewardship, and respect. The City is governed by a council-manager form of government with a mayor and eight council members. For more information on the City of Greensboro, please visit us online at [www.greensboro-nc.gov](http://www.greensboro-nc.gov).

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